

What is Tobacco Point of Purchase (POP) Advertising?

Tobacco Point of Purchase advertising is when tobacco ads are placed in and around convenience stores, grocery stores, drug stores and gas stations.

What does Tobacco Point of Purchase Advertising look like?

There are three forms of Tobacco Point of Purchase Advertising:

Interior: All tobacco advertising and functional items inside the building. This includes window signs facing inside the store, and functional items, such as counter mats and change cups.

Exterior: All tobacco advertising and items outside the building. This includes window ads facing the outside, street signs, portable and/or free-standing displays such as umbrella holders and garbage cans.

Promotional: Discounts on tobacco products like two-for-one deals, free gifts with the purchase of cigarettes, and coupons.



Interior



Exterior



Promotional

Steps to take that DECREASE sales to minors

- Reduce or eliminate tobacco ads on exterior of buildings or on windows facing the street.
- Reduce or eliminate the amount of tobacco ads inside the store.
- Eliminate tobacco ads that are within five feet of candy, snacks and toys.
- Place all outside tobacco ads more than five feet above the ground.
- Place all inside tobacco ads more than five feet from the floor.
- Place all tobacco products behind the service counter or in locked cabinets to eliminate access to tobacco products through self-service (NY State Public Health law Article 13F).
- In addition to any signs that are required by law, retailers should increase the number of "We Check ID" signs to two for every tobacco ad placed.

Why should retailers be concerned with Tobacco Point of Purchase Advertising?

- Tobacco Point of Purchase advertising gives the impression that tobacco products are easily accessible.
- Children are more likely than adults to notice and remember tobacco advertising.
- Youth experimentation with smoking can be directly linked to tobacco advertisements and other promotional activities.
- Research shows that tobacco advertising has no influence on established smokers.
- Three out of four youth shop in convenience stores at least once a week.
- Each day, more than 4,000 kids try smoking for the first time and another 2,000 kids become regular smokers. 85% of these kids prefer Marlboro, Newport and Camel — three of the most heavily advertised brands.
- Nearly 90% of adult smokers started smoking before they were 18 years old.

Act Now!
You can make a difference.

**Protect Our Kids.
Lose the Ads.**



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Information and statistics are from the New York State Department of Health Advertising, Sponsorship and Promotion Toolkit.

**ELIMINATING
TOBACCO
SALES TO
MINORS**

**What retailers can do
about tobacco Point of
Purchase advertising**

